

City Planning Commission
Staff Report
Tuesday, June 26, 2026

Zoning Docket 047-26

Prepared by: Alyssa R. White

Date: July 15, 2026

Deadline for CPC action: 7/11/2026

CC Deadline: 60 Days from Receipt

City Council District: All

Applicant: City Council Motion No. M-26-104

Request: Amendment to the text of **Article 25** of the Comprehensive Zoning Ordinance to add the existing billboard located at 100 Poydras Street, New Orleans, Louisiana 70130 to the list of receiving locations for electronic conversion and to make recommendations for any other amendments deemed necessary.

Property Description: As described in the motion, the application affects the property located at 100 Poydras Street and any other location the City Planning Commission staff deems appropriate. The additional property is:

- 4640 D'Hemecourt Street

Description

Zoning Docket 047/25 is a text amendment to **Article 25 Section 25.7.A** of the Comprehensive Zoning Ordinance (CZO) to add the existing billboard located at 100 Poydras Street, New Orleans, Louisiana 70130 to the list of approved receiving locations for electronic conversion. **Article 25 Section 25.7.A** currently establishes designated sites where legally existing static billboards may be converted to electronic displays; the subject site is not presently included and is therefore ineligible for conversion.

If approved, this amendment would add the subject property to the list of receiving locations in **Article 25 Section 25.7.A**, allowing the existing billboard to be converted to an electronic display in accordance with the standards of the CZO. The request also includes consideration of any additional amendments deemed necessary.

Reason for Commission Review

The City Planning Commission is required to make a recommendation on all amendments to the text of the Comprehensive Zoning Ordinance prior to City Council action, in accordance with **Article 4, Section 4.2.D.3, Action by City Planning Commission** of the Comprehensive Zoning Ordinance.

Analysis

Reason for text amendment

The purpose of this text amendment is to add the existing billboard located at 100 Poydras Street to the list of approved receiving locations for electronic conversion in Article 25.7.A of the Comprehensive Zoning Ordinance. This would allow an existing static billboard at 100 Poydras Street (at the Hilton Riverside hotel) to be converted to digital format.

This request is in response to resident complaints regarding the operation of an electronic billboard at 4640 D'Hemecourt (adjacent to Interstate 10), particularly related to light pollution and its impact on nearby residential areas. This D'Hemecourt billboard is proposed to be converted to a digital billboard in exchange for the conversion of the Poydras billboard from static to digital.

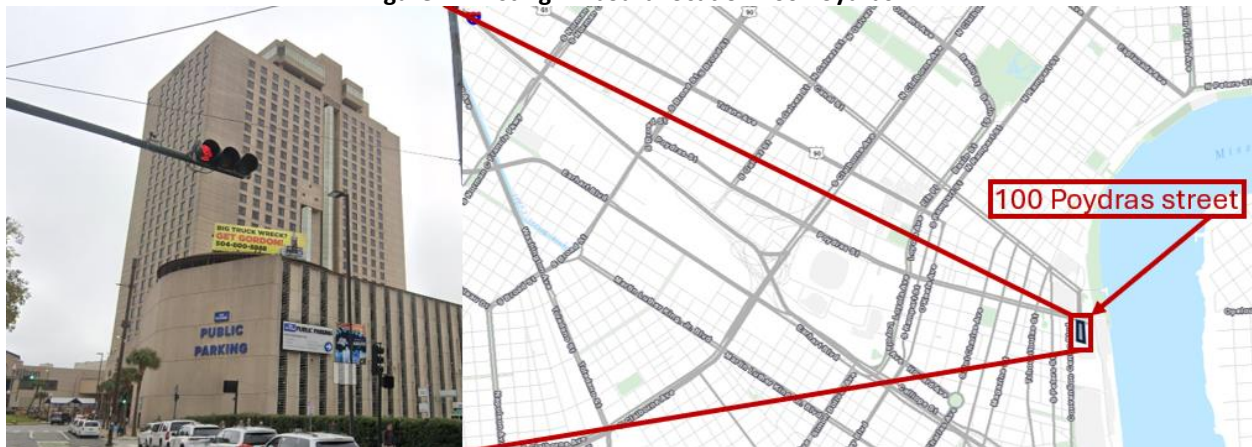
This conversion is not allowed under the existing billboard regulations, which do not allow new digital billboards in the Central Business District. The regulations do allow for some non-conforming billboards (i.e., those that already exist in zoning districts that do not normally allow them) to be digitized in exchange for the removal of other existing billboards. However, the 100 Poydras Street site is not within the list of "receiving sites" that can receive the permission to be digitized if other billboards are non-commissioned. Further, receiving sites can only be digitized if other billboards are completely removed, not merely converted from digital to static.

To enable the proposed 100 Poydras-for-4640 D'Hemecourt billboard swap, the regulations would need to be updated to identify 100 Poydras Street as a receiving location and to allow this swap to happen when the "sending" billboard is converted from digital to static rather than being decommissioned entirely.

Area affected

The proposed text amendment would affect the property located at 100 Poydras Street, where the existing billboard, mounted on Hilton Riverside Hotel's parking garage, is proposed to be added as a receiving location for electronic conversion.

Figure 1. Existing Billboard location 100 Poydras



The digitization of the existing static billboard at 100 Poydras Street is proposed in exchange for the conversion of a digital billboard located at 4640 D'Hemecourt (adjacent to Interstate 10) from digital to static. As such, the amendment will impact 100 Poydras Street and its surroundings, as well as 4640 D'Hemecourt and its surroundings.

Figure 2. Existing billboard location at 4640 D'Hemecourt



While this text amendment is site-specific, surrounding properties at both locations will be affected by changes in billboard type and associated operational characteristics, including light and visual impacts.

Existing Regulations and Changes Proposed by Applicant

Existing regulations

Pursuant to Article 25.7 of the Comprehensive Zoning Ordinance (CZO), legal nonconforming static billboards may be authorized to convert to an electronic format through a trade system based on the acceptability of a proposed receiving location and the removal of other legal nonconforming billboards.

Article 25.7.A designates non-conforming billboards (i.e., existing billboards in zoning districts that do not otherwise allow billboards) for electronic conversion. Receiving locations are limited to those specifically identified in Map 25-1 and the corresponding list of approved sites. Only non-conforming billboards located at these identified locations are eligible to convert to electronic displays. The non-conforming billboard located at 100 Poydras Street is not currently identified as a designated receiving location and is therefore not eligible for electronic conversion under the existing provisions of the CZO.

Article 25.7.B establishes a credit system for the conversion of static billboards to electronic displays. Credits are obtained through the removal of legal nonconforming billboards at designated sending locations. A minimum of sixty (60) credits is required to authorize one electronic billboard conversion. The regulations further ensure that no credit shall be granted unless the billboard structure and all associated billboard faces are completely removed.

Article 25.7.A further requires that billboard replacements approved for electronic conversion maintain the same orientation as and be no larger than the previous static billboard. Receiving locations are additionally subject to all other applicable billboard regulations and permitting requirements of Article

24.14.

Requests for electronic conversion are subject to the permitting requirements of Article 25.7.C, including submission of application materials, site documentation, and applicable electrical permitting and inspection requirements.

Changes proposed by Council motion

The motion proposes for the billboard at 100 Poydras Street be added to the list of receiving sites in Section 25.7.A. In the course of the review, staff identified other regulatory updates needed to accomplish the goal of the motion. The regulations would have to be modified to enable an existing digital billboard to be converted to static billboard, as opposed to being removed entirely, as part of a digital billboard swap. A point value would have to be assigned to a billboard that was converted from digital to static as part of a swap. Finally, text would have to be added to the zoning ordinance that would explicitly bar any billboard converted from digital to static from later being converted back to digital. (These additional changes identified by staff are within the scope of the motion, which gives staff the ability to make “all appropriate changes [...] deemed necessary stemming from the study and review of this request.”)

Changes proposed by CPC staff

The changes proposed by the Council motion would require the billboard swap to occur through the credit system in Section 25.7, which involves an administrative procedure in which a billboard swap occurs by right. The benefit of this system is its predictability to billboard owners and residents, knowing exactly which billboards may be digitized and what number of other billboards must be forfeited to allow the digitization. The downside of the system is its rigidity, which does not allow any judgement to be made as to whether any billboard swaps may occur outside of the point system.

The 4640 D’Hemecourt-for-100 Poydras swap is an example of a billboard swap that is not allowed by Section 25.7 but which may still be sensible. The swap is not allowed because the sending location on D’Hemecourt is adjacent to I-10, and I-10-adjacent properties are generally good locations for billboards because their impact is typically limited toward the roadway. The receiving location on Poydras is in the CBD, and the CBD is generally not a good location for billboards because of its historic character and the mixed-use development it allows, which are generally more sensitive to billboards. Thus, in general, this type of billboard swap would not be appropriate.

However, there are limited instances when a swap of billboards not allowed by Section 25.7 is still appropriate because of site-specific circumstances, and there should be an ability for the Council to make a judgment call that a swap may be allowed when these special circumstances exist. In the case of the D’hemecourt billboard, the special circumstance is that although it is adjacent to I-10, the billboard face is oriented somewhat away from I-10 and toward the residential edge of the Mid-City neighborhood where it meets I-10. The digitized billboard can therefore be seen from and are impactful upon this residential area, which is certainly not what the billboard regulations intend to achieve. Therefore, this location is an appropriate location from which a billboard should be removed or made to be not digital.

In the case of the Poydras Street billboard, although it is located within the mixed-use CBD, the billboard itself is within a purely commercial part of the CBD. The billboard is mounted upon the large-scale Hilton Riverside hotel, which is surrounded by commercial uses, including parking garages, hotels, and the convention center. These land use are relatively less sensitive to a digital billboard than the residential

and small business uses that predominate other, less intensely commercial parts of the CBD. Thus, while new digital billboards in the CBD may not be appropriate in general, a digital billboard may be appropriate at this particular location.

The staff proposes a set of regulations that would allow the City Council to make a judgement call as to particular locations where a digital billboard may be allowed in areas where they are generally not allowed. These regulations are modeled on the classic sign regulations in Article 24, which allow for the City Council, through the zoning text amendment process, to identify locations where digital billboards may be allowed upon a finding that special circumstances justify the presence of billboards at those locations.

The text additions needed are indicated by **highlighted bold, underlined** text.

ARTICLE 25 NONCONFORMITIES

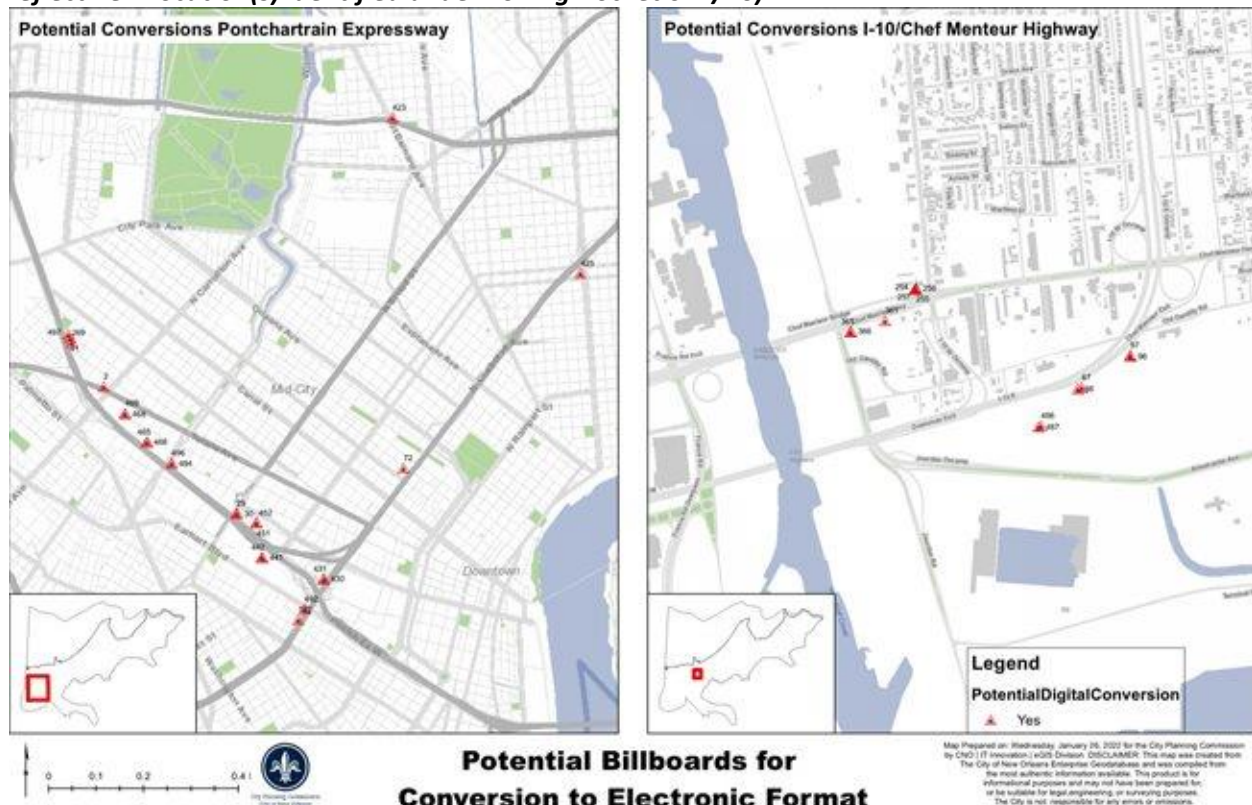
ARTICLE, SECTION 25.7 LEGAL NONCONFORMING BILLBOARDS CONVERSION TO ELECTRONIC FORMAT TRADE SYSTEM

Legal nonconforming static billboards may be authorized to convert to an electronic format based on the acceptability of the proposed location and the removal of other legal nonconforming billboards according to the following system.

ARTICLE 25, SECTION 25.7.A – Legal Nonconforming Billboard Receiving Locations for Electronic Conversion

1. Receiving locations shall only be the triangle locations shown in Map 25-1 below and the list that follows. Billboard numbers correspond with the City of New Orleans Billboard Inventory database:

Map 25-1 Potential Billboards for Conversion to Electronic Format (Note: this map is to be amended to reflect new location(s) identified under Zoning Docket 047/26)



- 1201 S. Claiborne Avenue (#122) - only the billboard facing towards the Central Business District.
- 1700 Conti Street (#72) - only the billboard facing towards the east towards drivers approaching the Central Business District.
- 4101 S. Carrollton Avenue (#2) - only the billboard facing towards the Central Business District
- 4624 D'Hemecourt Street (#497, #41, #269 only).
- 3934 Tulane Avenue (#468, #469).
- N/S I-10 0.4 Mile E/O Carrollton Avenue F/E (#465, #466)
- Railroad - near 2800 Perdido Street (#494, #496)
- 2648 Poydras Street (#29, #30)
- 2532 Poydras Street (#451, #452)
- Danziger Bridge down ramp (#365, #366)
- Danziger Bridge down ramp (#361)
- 5855 Chef Menteur Highway (#254, #255, #256, #257)
- 6600 Old Gentilly Road (#96, #97, #66, #67)
- Railroad south of I-10 (#486, #487)
- 2900 Earhart Boulevard (#492 only)
- Railroad area behind 3418 Howard Avenue (#441, #442)
- 1793 Julia Street (#430, #431)

- 3501 St. Bernard Avenue (#423 only)
- 2114 Elysian Fields Avenue (#425 only)

2. To be eligible for conversion to an electronic format, receiving locations must amass the credit described in the next section per billboard face. "Billboard" refers to only a single sign or face and not all signs or faces that may be installed on a structure.

3. If a receiving location also includes the removal of one or more existing legal nonconforming billboards, the construction of a new pole within that same lot shall be authorized.

4. Replacement of billboard locations approved for electronic conversion shall be oriented in the same direction as and no larger than the previous static billboard.

5. Receiving locations shall be subject to all other restrictions and permitting requirements of Section 24.14 Billboards.

ARTICLE 25, SECTION 25.7.B – Legal Nonconforming Billboard Sending Locations for Credit

Sending locations are legal nonconforming billboard inventory that are a detriment to the aesthetics and desired pedestrian orientation of an area. These include billboards within historic districts, on lots with contributing historic structures, residential, mixed use, and Central Business districts.

1. Sending locations may amass credit for the removal of legal nonconforming billboards according to the following table. For each billboard, the sending location is limited to the highest number of points in any one cell on the corresponding row. Sixty (60) points are required for one electronic conversion of any size billboard. No credit shall be given for the removal of the static billboard at the receiving location that is being replaced with an electronic billboard.

2. All 72 square feet billboards that are owned/operated by a single entity shall be used as part of that entity's first trade for electronic conversion.

Table 25-2 Credit for Legal Nonconforming Billboards to be Removed				
Size billboard to be removed	In a residential district	In a CBD or Mixed-Use District	In a Local or National Register Historic District	On a lot with a contributing historic structure as determined by the HDLC Director or VCC Director, as appropriate
6 ft. x 12 ft. 72 square feet	1 point	1 point	1 point	1 point
12 ft. x 25 ft. 300 square feet	10 points	10 points	15 points	15 points
14 ft. x 48 ft.	30 points	30 points	30 points	30 points

3. For any billboard to be given credit, all billboards on the same structure and structure itself shall be completely removed. No credit shall be given for the removal of a billboard unless the structure and all other billboards are removed.
4. If a billboard does not meet one of the sizes indicated above, the Director of the Department of Safety & Permits is authorized to calculate a point value based on the closest sign size with a proportionate value rounded to the nearest point.
5. The applicant shall submit the location details and photographic proof of the removal to the Department of Safety & Permits prior to approval of an electronic conversion of a legal, nonconforming billboard.

ARTICLE 25, SECTION 25.8 – City Council Authorization of Receiving Locations Outside of the Trade System Established in Section 25.7

A. In addition to the receiving locations identified in Section 25.7.A, additional receiving locations may be authorized by the City Council through amendment to this Section, provided that:

1. The proposed receiving location contains an existing legal nonconforming billboard.

2. The proposed conversion is associated with the removal, conversion, or reduction of electronic billboard impacts at an existing legal nonconforming sending location. The removal, conversion, or reduction of billboards at the sending location must be in perpetuity and recorded against the title of the sending location.

3. The proposed receiving location shall not be located within a residential zoning district.

4. In addition to the application materials required by Section 25.7.C.1, the applicant shall submit an analysis of the surrounding area within 1,000 feet of the proposed receiving location. Such analysis shall identify nearby residential uses, historic resources, schools, parks, and pedestrian-oriented corridors, as applicable.

5. In reviewing a proposed receiving location authorized pursuant to this Section, the City Planning Commission and City Council shall consider:

Compatibility of the receiving location with surrounding land uses;

Proximity to residential uses, historic resources, schools, parks, and pedestrian-oriented environments;

Whether the proposed conversion would reduce billboard impacts at the sending location; and

Consistency with the purpose of the electronic billboard conversion trade system established by Section 25.7.

B. The additional receiving locations authorized pursuant to this section are:

1. 100 Poydras Street

Staff Analysis

The electronic billboard conversion regulations established in Article 25.7 provide a mechanism for reducing the impacts of legal nonconforming billboards through a credit-based trade system. Under this framework, electronic billboard conversions are limited to designated receiving locations, while credits are generated through the removal of legal nonconforming billboards at designated sending locations.

The amendment proposed by CPC staff would authorize the City Council to consider additional receiving locations for electronic billboard conversion, subject to specific eligibility criteria and findings. This amendment would establish a process for evaluating proposed receiving locations that are not currently identified in Map 25-1 or Section 25.7.A.

The proposed receiving location, 100 Poydras, is located within a CBD-4 Central Business District, an intensely developed urban environment characterized by high-density commercial development, office uses, hotels, structured parking, and significant transportation infrastructure. Although billboards are not permitted within the CBD-4 District and the existing billboard is legal nonconforming, the site is located within a highly urbanized area where billboard impacts may be less pronounced than in residential, historic, or mixed-use environments.

The proposed sending site, located at 4640 D'Hemecourt Street, is zoned MU-1 Medium Intensity Mixed-Use District. Similar to the receiving site, the existing billboard is legal nonconforming because billboards are not permitted within the district. However, the MU-1 District is intended to support a mixture of residential and commercial uses within a more pedestrian-oriented environment. The MU-1 District is also often located adjacent to low-density residential districts. Staff finds that relocating electronic billboard rights from a mixed-use environment to a more intensely developed downtown environment is generally consistent with the intent of the electronic billboard conversion framework established by Article 25.7 of the CZO.

The proposed amendment includes new standards to govern the review of additional receiving locations authorized through ordinance. These standards require submission of a surrounding area analysis within 1,000 feet of the proposed receiving location, and require the City Planning Commission and City Council to consider compatibility with surrounding land uses, proximity to sensitive uses, and the relationship of the proposed conversion to the overall intent of the electronic billboard conversion program.

Therefore, staff recommends approval with modifications of the proposed amendment to establish a process under Section 25.8 allowing City Council to authorize additional receiving locations for electronic billboard conversion, subject to the findings and review standards outlined therein.

Evaluation of approval standards

The City Planning Commission recommendation and the City Council decision on any zoning text amendment are matters of legislative discretion. In making their recommendation and decision, the City Planning Commission and the City Council are required to consider the standards in **Table 4-1: Standards for Zoning Amendments** of the Comprehensive Zoning Ordinance. In this section, the staff evaluates the application using those standards.

The proposed amendment is compatible with the Master Plan and Future Land Use Map.

This standard is met. The Home Rule Charter of the City of New Orleans requires all land use actions to be consistent with the Master Plan. A land use action is consistent with the Master Plan if it furthers, or at least does not interfere with, the goals, policies, and guidelines in the Chapter 13: Land Use Plan of the Master Plan and is compatible with the uses, densities, and intensities of the designation of its site on the future land use map.

This particular application would directly affect two properties, 100 Poydras Street and 4640 D’Hemecourt Street and their surroundings. “Chapter 13: Land Use Plan” of the Master Plan designates on the Future Land Use Map (FLUM) of 100 Poydras Street as “Downtown Exposition” and 4640 D’Hemecourt Street as “Mixed-Use Medium Density.” The goal, range of uses, and development character for the designation are copied below:

DOWNTOWN EXPOSITION

Goal: To provide areas of downtown that will house and support high-volume visitor traffic at major trade and spectator venues including the Convention Center and Superdome.

Range of Uses: Convention center, sports/entertainment arenas/complexes and supporting uses such as hotels, and office space within the CBD. Transit and transportation facilities are allowed. Residential, agricultural, and stormwater management uses are also allowed.

Development Character: The scale (height and massing) of new development will vary depending on location and proximity to historic districts. Incorporate risk reduction and adaptation strategies in the built environment.

MIXED-USE MEDIUM DENSITY

Goal: Create medium-density neighborhood centers to enhance walkability and serve as focal points within neighborhoods. Proximity to transit encouraged.

Range of Uses: Medium-density single-family, two-family and multifamily residential and commercial uses. Limited light industrial uses (small food manufacturers, craft and value added industry and passive warehousing and storage) may be allowed in some areas. Agricultural, stormwater management, and supporting public recreational and community facilities are allowed. Transit and transportation facilities are allowed.

Development Character: Height, mass and density of new development varied to ensure proper transitions to surrounding lower density residential neighborhoods. Many structures will feature ground floor retail with residences on upper floors. Allow the adaptive reuse of historic non-residential structures with densities higher than the surrounding neighborhood through the planned development process. Allow higher residential densities when a project is providing significant public benefits such as long-term affordable housing. Incorporate risk reduction and adaptation strategies in the built environment.

The fact that the zoning districts that implement these FLUM classifications (the CBD-4 District in the case

of 100 Poydras Street and the MU-1 District in the case of 4640 D’Hemecourt Street) suggests that billboards, in general, are not appropriate for areas with these FLUM designations. However, the FLUM designations do not speak directly to billboards, so the proposed billboard regulations could equally be viewed as not in conflict with the regulations.

In staff’s view, even if billboards are generally not appropriate in these districts, there is still a need for regulations that address the conversion of existing billboards to or from digital format. These amendments recognize that there may be site-specific circumstances where the conversion of an existing billboard may be appropriate given the surrounding land use patterns and context. The proposed amendment establishes criteria and a review process for evaluating potential receiving locations that are not currently identified in Section 25.7.A. Through the consideration of surrounding land uses, sensitive land uses, and compatibility with the intent of the electronic billboard conversion program, the amendment provides a framework for determining whether future receiving locations are appropriate.

Ultimately, both the FLUM designations and the Council motion are intended to create compatibility between new development and their surroundings. With that, staff views the Council motion as sufficiently grounded in the Master Plan.

The proposed amendment is compatible with the place designations of this Ordinance.

This standard is met. The text amendment would not alter the place designation of the zoning district.

The proposed amendment promotes the public health, safety and welfare of the City.

This standard is met. The proposed amendment promotes the public health, safety, and welfare of the City by establishing review criteria and application requirements for the consideration of additional electronic billboard receiving locations. The amendment requires an evaluation of surrounding land uses and compatibility considerations prior to the authorization of future receiving locations, helping to ensure that electronic billboard conversions are reviewed in the context of their potential impacts on adjacent properties and neighborhoods.

By establishing a consistent review framework for future requests, the amendment promotes informed decision-making and supports the appropriate siting of electronic billboards throughout the City.

The proposed amendment is compatible with the intent and general regulations of this Ordinance.

This standard is met. This amendment supplements the existing electronic billboard conversion framework without altering the underlying trade system established in Article 25.7. The proposed amendment establishes additional criteria and review procedures for receiving locations not currently identified in Section 25.7.A, while maintaining the regulation’s overall intent of evaluating billboard conversions based on location suitability and surrounding context.

The proposed amendment corrects an error or omission, adds clarification to existing requirements, or reflects a change in policy.

This standard is met. This proposed change reflects a policy decision by the Council to ensure the continued appropriate siting and regulation of such uses within the City. Specifically, the proposed amendment establishes a process and evaluation criteria for determining whether additional receiving

locations are appropriate based on surrounding land use patterns, compatibility considerations, and the intent of the electronic billboard conversion program.

The proposed amendment benefits the citizens of the City as a whole.

This standard is met. As previously stated, the Council proposed this amendment as a mechanism to improve the siting and regulation of electronic billboards to better align with surrounding land use conditions. By establishing criteria for evaluating future receiving locations and requiring consideration of surrounding land uses and compatibility factors, the amendment reduces potential land use conflicts and associated visual and safety impacts.

The proposed amendment provides a more workable way to achieve the intent and purposes of this Ordinance and the Master Plan.

This standard is met. The amendment provides a more workable way to achieve the intent and purposes of the Ordinance by establishing a clear process and review criteria for evaluating proposed receiving locations not currently identified in Article 25.7.A.

The amendment supports the Master Plan's intent to promote compatible land use relationships and orderly development by ensuring electronic billboard conversions are evaluated based on surrounding context, compatibility considerations, and consistency with the purpose of the electronic billboard conversion program. This results in clearer regulatory guidance and more consistent application of the Ordinance.

The proposed amendment does not create a significant number of nonconformities.

The standard is met. This amendment would not create non-conformities as it primarily establishes review procedures and evaluation criteria for future receiving locations rather than introducing new dimensional or use standards that would render existing lawful uses noncompliant.

Staff Recommendation

Staff recommend **MODIFIED APPROVAL** of Zoning Docket 047/26 with the following zoning text changes.

The text additions needed are indicated by **highlighted bold, underlined** text.

ARTICLE 25 NONCONFORMITIES

ARTICLE, SECTION 25.7 LEGAL NONCONFORMING BILLBOARDS CONVERSION TO ELECTRONIC FORMAT
TRADE SYSTEM

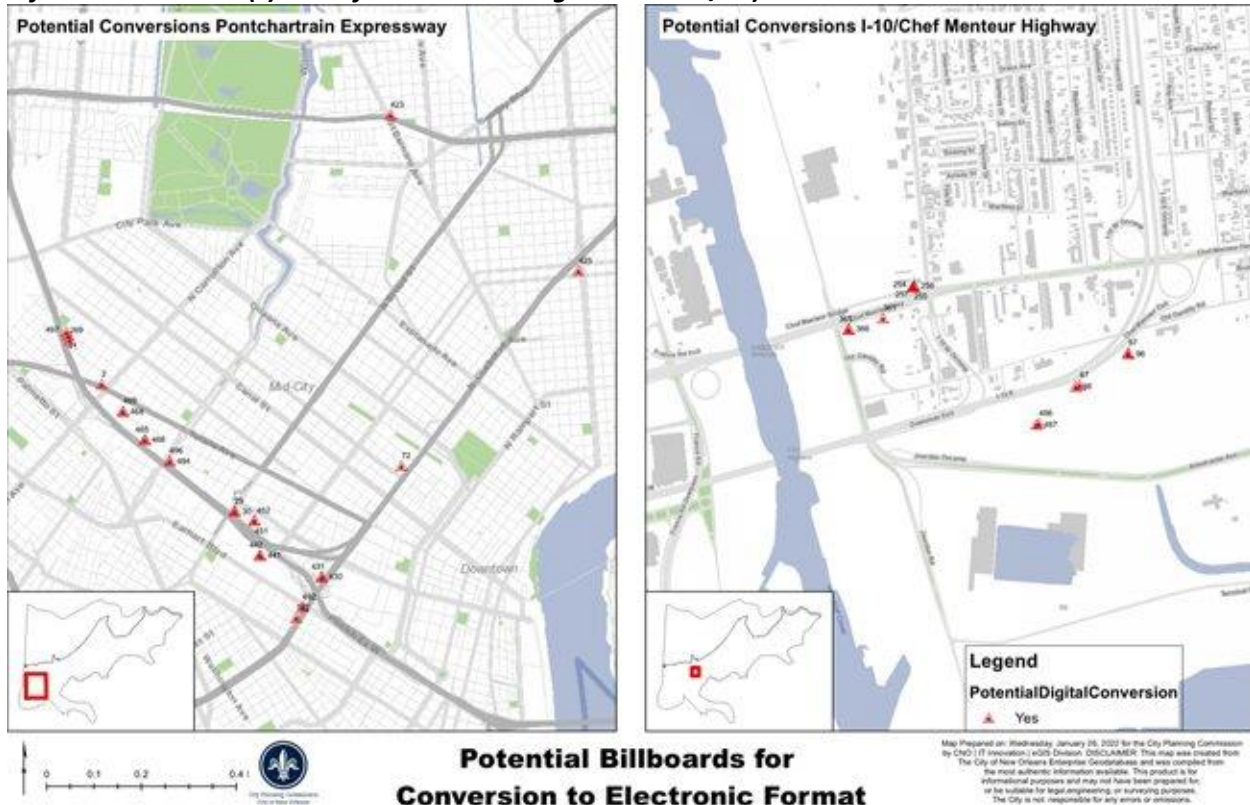
Legal nonconforming static billboards may be authorized to convert to an electronic format based on the acceptability of the proposed location and the removal of other legal nonconforming billboards according to the following system.

ARTICLE 25, SECTION 25.7.A – Legal Nonconforming Billboard Receiving Locations for Electronic
ZD 047/26

Conversion

1. Receiving locations shall only be the triangle locations shown in Map 25-1 below and the list that follows. Billboard numbers correspond with the City of New Orleans Billboard Inventory database:

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2. To be eligible for conversion to an electronic format, receiving locations must amass the credit described in the next section per billboard face. "Billboard" refers to only a single sign or face and not all signs or faces that may be installed on a structure.

3. If a receiving location also includes the removal of one or more existing legal nonconforming billboards, the construction of a new pole within that same lot shall be authorized.

4. Replacement of billboard locations approved for electronic conversion shall be oriented in the same direction as and no larger than the previous static billboard.

5. Receiving locations shall be subject to all other restrictions and permitting requirements of Section 24.14 Billboards.

ARTICLE 25, SECTION 25.7.B – Legal Nonconforming Billboard Sending Locations for Credit

Sending locations are legal nonconforming billboard inventory that are a detriment to the aesthetics and desired pedestrian orientation of an area. These include billboards within historic districts, on lots with contributing historic structures, residential, mixed use, and Central Business districts.

1. Sending locations may amass credit for the removal of legal nonconforming billboards according to the following table. For each billboard, the sending location is limited to the highest number of points in any one cell on the corresponding row. Sixty (60) points are required for one electronic conversion of any size billboard. No credit shall be given for the removal of the static billboard at the receiving location that is being replaced with an electronic billboard.

2. All 72 square feet billboards that are owned/operated by a single entity shall be used as part of that entity's first trade for electronic conversion.

Table 25-2 Credit for Legal Nonconforming Billboards to be Removed				
Size billboard to be removed	In residential district	In a CBD or Mixed-Use District	In a Local or National Register Historic District	On a lot with a contributing historic structure as determined by the HDLC Director or VCC Director, as appropriate
6 ft. x 12 ft. 72 square feet	1 point	1 point	1 point	1 point
12 ft. x 25 ft.	10 points	10 points	15 points	15 points

300 square feet				
14 ft. x 48 ft.	30 points	30 points	30 points	30 points

3. For any billboard to be given credit, all billboards on the same structure and structure itself shall be completely removed. No credit shall be given for the removal of a billboard unless the structure and all other billboards are removed.

4. If a billboard does not meet one of the sizes indicated above, the Director of the Department of Safety & Permits is authorized to calculate a point value based on the closest sign size with a proportionate value rounded to the nearest point.

5. The applicant shall submit the location details and photographic proof of the removal to the Department of Safety & Permits prior to approval of an electronic conversion of a legal, nonconforming billboard.

ARTICLE 25, SECTION 25.8 – City Council Authorization of Receiving Locations Outside of the Trade System Established in Section 25.7

A. In addition to the receiving locations identified in Section 25.7.A, additional receiving locations may be authorized by the City Council through amendment to this Section, provided that:

1. The proposed receiving location contains an existing legal nonconforming billboard.

2. The proposed conversion is associated with the removal, conversion, or reduction of electronic billboard impacts at an existing legal nonconforming sending location. The removal, conversion, or reduction of billboards at the sending location must be in perpetuity and recorded against the title of the sending location.

3. The proposed receiving location shall not be located within a residential zoning district.

4. In addition to the application materials required by Section 25.7.C.1, the applicant shall submit an analysis of the surrounding area within 1,000 feet of the proposed receiving location. Such analysis shall identify nearby residential uses, historic resources, schools, parks, and pedestrian-oriented corridors, as applicable.

5. In reviewing a proposed receiving location authorized pursuant to this Section, the City Planning Commission and City Council shall consider:

Compatibility of the receiving location with surrounding land uses;

Proximity to residential uses, historic resources, schools, parks, and pedestrian-oriented environments;

Whether the proposed conversion would reduce billboard impacts at the sending location; and

Consistency with the purpose of the electronic billboard conversion trade system established by Section 25.7.

B. The additional receiving locations authorized pursuant to this section are:

1. 100 Poydras Street

City Planning Commission Meeting (June 23, 2026)

Staff provided a detailed presentation for the recommendation of modified approval. The Commission received public comment speaking in support of the request.

Commissioner Jordan made a motion for modified approval as recommended by staff. Commission Hebert seconded the motion, which was adopted.

MOTION:

BE IT MOVED BY THE CITY PLANNING COMMISSION THAT ZONING DOCKET 047/26 IS HEREBY RECOMMENDED FOR MODIFIED APPROVAL. BE IT FURTHER MOVED THAT THE EXECUTIVE DIRECTOR IS HEREBY AUTHORIZED TO NOTIFY THE CITY COUNCIL OF SAID ACTION.

Yay:	Hebert, Jordan, Joshi-Gupta, Kepper, Poche, Witry
Nay:	None
Recused:	Steeg
Absent:	Flick, Jackson

SUBSTITUTE MOTION

NO. M-26-104

CITY HALL: March 12, 2026

BY: COUNCILMEMBERS HARRIS AND MCCARRON

BE IT MOVED BY THE COUNCIL OF THE CITY OF NEW ORLEANS, That the City Planning Commission is hereby directed to conduct a public hearing to consider a text amendment to Ordinance No. M.C.S. 4264, amended by Ordinance No. 26,413 M.C.S., as amended, the Comprehensive Zoning Ordinance of the City of New Orleans, to amend Article 25.7.A to add the existing billboard located at 100 Poydras Street, New Orleans, Louisiana 70130 to the list of receiving locations for electronic conversion and to make recommendations for any other amendments deemed necessary.

BE IT FURTHER MOVED, That in the process of studying and reviewing the proposed request, the City Planning Commission staff is directed and granted the flexibility to make all appropriate changes relative to this request to ensure consistency and continuity and to make needed and/or appropriate adjustments deemed necessary stemming from the study and review of this request.

**THE FOREGOING MOTION WAS READ IN FULL, THE ROLL WAS CALLED
ON THE ADOPTION THEREOF, AND RESULTED AS FOLLOWS:**

YEAS: Green, Harris, Hughes, King, McCarron, Morrell - 6
NAYS: 0
ABSENT: Willard - 1
RECUSED: 0

AND THE MOTION WAS ADOPTED.

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**THE FOREGOING IS CERTIFIED
TO BE A TRUE AND CORRECT COPY**

Aisha Collier

CLERK OF COUNCIL

PUBLIC SPEAKING CARD FOR LAND USE MATTERS

(please print clearly)

Date:

6/23/26

Presiding Officer:

I would like to speak regarding

047/26

☒

In Support

☐

In Opposition

☐

Info. Only

Name:

RICHARD Cortez

Representing:

SouthFront

Address:

201 St. Charles Ave

NOCA 70170

Remarks:

In Support

(Please see speaker time rules on reverse of card)

Your signature required on the back hereof is certification that your statement is true and correct and an opportunity to acknowledge whether or not you have been compensated in exchange for your statement or attendance